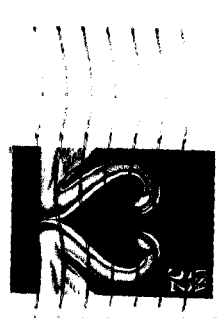
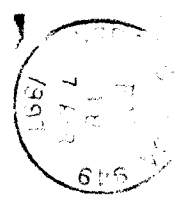


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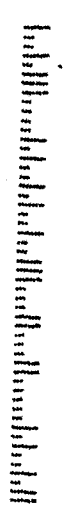
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Handwritten address

Federal Communications Commission
Washington D.C.



20534/0002



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10 JUL 1997
COMMUNICATIONS SECTION

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4-6-97

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Federal Communication Commission

The object to this unfair practice:

Our contract with Direct T.V. is for one year for an offered selection of channels. Apr 10th to have those channels will cost 5.00 more per month.

Do consider the consumer interest not just the business entity.

[Signature]

[Signature] at Hammock

#1 Mc Intosh Ct
Norfolk 94949

No. of Copies rec'd
List A B C D E

1001 7 1 AM

APR 29 5 35 PM '97

PUBLIC SERVICE DIV.
OMD-PIRS



IMPORTANT

New channel number assignments will be effective 6 A.M. EST on March 28. Please see the enclosed new channel card lineup. Please reset your favorite channel lists and limits.

TOTAL CHOICE™ subscribers to STARZ/IFC will now be considered TOTAL CHOICE SILVER subscribers.

TOTAL CHOICE subscribers to SPORTS CHOICE will now be considered TOTAL CHOICE GOLD subscribers. STARZ/IFC and SPORTS CHOICE are no longer available on an a la carte basis.

Account # 002588145 4/97
Steven Swanson
1 McIntosh Ct.
Novato, CA 94949-6630



DIRECTV is changing!

Please note that the price increases listed will not go into effect on the pre-paid portion of any annual subscriptions until they expire.

Dear DIRECTV® Customer:

We're writing to tell you about some exciting new additions as well as deletions and other important changes to your DIRECTV subscription. Please be sure to review this letter and the enclosed brochure in their entirety.

Changes to TOTAL CHOICE™

By April 10, 1997, TOTAL CHOICE will have seven new channels as well as an enhancement to MUSIC CHOICE:

- **WGN** — Chicago's superstation, featuring movies, series, news and the Chicago Bulls, Cubs and White Sox. (Available on March 28, 1997 on channel 256)
- **Channel Earth** — An information and entertainment channel devoted exclusively to rural America. (Available on March 28, 1997 on channel 283)
- **Animal Planet** — From the Discovery Channel, explore the fascinating world of animals. (Available on March 28, 1997 on channel 248)
- **TV Food Network** — Learn fabulous new recipes from world-renowned chefs and explore the finest restaurants. (Available on March 28, 1997 on channel 215)
- **QVC** — Shop for quality, name-brand merchandise at value prices 24 hours, 7 days a week. (Available on March 10, 1997 on channel 261)
- **TBN (Trinity Broadcasting Network)** — Enjoy Christian programs, gospel music concerts and worship services. (Available on March 28, 1997 on channel 286)
- **America's Health Network** — Offering vital health and medical information. (Available since December 3, 1996, now available on channel 289)
- **MUSIC CHOICE** — We will now include a song identification feature, which will display the name of the song plus the artist and album title. (Channels 501 through 531)

At the same time these additions take effect, we will move all the ENCORE® movie channels (271-277) out of TOTAL CHOICE on April 9, 1997. This allows us to add other new channels without substantially increasing the monthly charge for TOTAL CHOICE, which will now be \$29.99 per month (only 4 cents more than its current price of \$29.95). Please note that the new prices for all services will be effective on bills issued on or after April 10, 1997. If you have previously purchased an annual "Cash Back" subscription, this price increase will not go into effect until your annual subscription is over.

Changes to TOTAL CHOICE™ SILVER

In addition to the above seven channels and the enhancement to MUSIC CHOICE listed above for TOTAL CHOICE, TOTAL CHOICE SILVER will be adding:

- Two additional channels of STARZ!, our premium movie network which now carries approximately 40% of the first-run, top-grossing movies from Hollywood, including those from Touchstone Pictures, Hollywood Pictures and Universal. These are movies you won't see on HBO® or SHOWTIME®. This way you'll have more chances to see movies like *The Rock*, *Mr. Holland's Opus* and *Dragonheart*.
- The **Independent Film Channel** will now be available 24 hours a day, bringing you feature-length premieres as well as domestic and international films and documentaries.
- We're adding another commercial free ENCORE movie channel (ENCORE WEST).
- Two ENCORE movie services, WAM! and LOVE STORIES, will now be available 24 hours a day and they will also be commercial free.

- **Romance Classics** --- A 24-hour entertainment service devoted entirely to romance. Includes classic and contemporary films, and popular TV mini-series.

The ENCORE® movie channels (271-277) will remain in TOTAL CHOICE **SILVER**.

TOTAL CHOICE SILVER will now be \$39.99 a month instead of \$34.95. Please note that the new prices for all services will be effective on bills issued on or after April 10, 1997. If you have previously purchased an annual "Cash Back" subscription, this price increase will not go into effect until your annual subscription is over.

Changes to TOTAL CHOICE™ GOLD

In addition to the changes outlined above for TOTAL CHOICE, TOTAL CHOICE GOLD will be adding:

- **FOX Sports Midwest** regional sports network (Available on March 28, 1997 on channel 327)
- **SPORTSCHANNEL Florida** regional sports network (Available on March 28, 1997 on channel 319)
- **FOX Sports Arizona** regional sports network (Available on March 28, 1997 on channel 329)

At the same time, we will be moving all the ENCORE movie channels (271-277) out of TOTAL CHOICE GOLD on April 9, 1997. This change allows us to add the other new channels without substantially increasing the monthly charge for TOTAL CHOICE GOLD, which will now be \$39.99 per month — only 4 cents more than its current price of \$39.95. Please note that the new prices for all services will be effective on bills issued on or after April 10, 1997. If you have previously purchased an annual "Cash Back" subscription, this price increase will not go into effect until your annual subscription is over.

Changes to TOTAL CHOICE™ PLATINUM

Because PLATINUM is our most complete level of program, PLATINUM subscribers will receive all the new channels for TOTAL CHOICE, TOTAL CHOICE SILVER and TOTAL CHOICE GOLD.

With all the big additions PLATINUM subscribers will enjoy in both movies and sports, the price for TOTAL CHOICE PLATINUM will increase to \$47.99 per month instead of \$44.95, just \$3.04 more than you currently pay per month. Please note that the new prices for all services will be effective on bills issued on or after April 10, 1997. If you have previously purchased an annual "Cash Back" subscription, this price increase will not go into effect until your annual subscription is over.

Changes to DIRECTV LIMITED, PLUS DIRECTV, and SELECT CHOICE™

Effective with bills issued on or after April 10, 1997, **DIRECTV LIMITED** will cost \$5.99 per month instead of \$5.95 and will also include QVC.

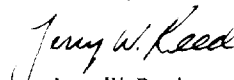
PLUS DIRECTV will cost \$14.99 per month instead of \$14.95. **PLUS DIRECTV** will no longer include HIT MOVIES — encore!, E! Entertainment Television or The Learning Channel, but will now include Animal Planet, TV Food Network, Channel Earth and America's Health Network. And **MUSIC CHOICE** will now include a song identification feature which will display the name of the song plus the artist and album title.

SELECT CHOICE will cost \$19.99 per month instead of \$19.95 and **SELECT CHOICE** will now include QVC and America's Health Network.

DIRECTV LIMITED, PLUS DIRECTV, and SELECT CHOICE customers will preview our seven new **TOTAL CHOICE** channels FREE from March 28 through April 9, 1997, as they become available (see above for the start dates and channel locations). We hope you enjoy this FREE preview.

DIRECTV will continue to welcome your requests. Our goal is to always give our customers the best entertainment options available, so we'll keep on looking for new ways to improve your entertainment options by constantly seeking out quality channels.

Sincerely,


Jerry W. Reed
DIRECTV

P.S. IMPORTANT! Because we're adding so many new programming services, we've changed channel numbers for most channels. As a result, we've included a new channel lineup card with new channel assignments for your convenience. Please reset any locks and favorite channel lists. Please read the enclosed brochure for a complete description and listing of all the new channels, as well as a description of additional changes in fees which may affect you. Also look for changes to your DIRECTV Customer Agreement — you'll be receiving a new agreement in an upcoming bill.